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PALATES DAILY NEWS

couldn't compete on price, so they went out of business. The dealer found he had only to tie up one-third as much capital to stock the one brand makes on his shelves.

Now-Who Paid the Advertising? Did the manufacturer? If you say "yes" how do you account for the fact that he reduced his selling price five ! cents per trap and still increased his gross profit from 33 13 per cent to 50

Did the dealer pay for it? If you think so, how do you reconcile your opinion with the fact that he reduced his selling price from 30 cents to 25 cents and increased his profit from 50 per cent to 66 2-3 per cent?

Did the consumer pay for it? Obvicusly not, for he now got as good a trap for 25 cents as he used to get for 30 cents

The men who really paid for the advertising were the manufacturers who did not advertise. The number of mice in that town remained just about the same, and s odid the number of traps sold per year But every time either of these firms lost an account it went to the manufacturer who advertised. -The Commercial.

A poor man's life is just one darned installment payment after another.

No currency is sufficiently elastic to stretch from earning capacity to desire.

The divorce evil might be worse. They might issue a transfer with the marriage license.

Nations wouldn't keep on raising taxes if they didn't keep on raising

what Sherman said war is. Think how America's heart would ache for the jobless if they were on

the other side of the Atlantic. Whatever the "ex" now commonly written before a king may stand for, it

doesn't stand for exonerated. A great many hotel guests operate on the theory that the only way to appear sophisticated is to kick about everything.

(SEAL) CHAS, INTER. City Clerk of the City of Palatha.

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